



Management of Customer Data

Efficient planning and running of marketing campaigns

For the subsidiary of a renowned management holding company, comSysto is developing a solution for the efficient planning and execution of complex marketing campaigns.

Requirements

- Advertising application for the efficient planning and execution of marketing campaigns, including planning and managing of offers
- Comprehensive and completely configurable concept of rights and roles
- Comprehensive and configurable workflows, including tasks and messages
- File-based import of product and POS data
- REST-based export of interfaces for the configuration and automation
- of multi-client and deployment at the push of a button

Procedures and Methods

- Scrum – phased in Kanban / Scrum master and a large part of the comSysto development team
- Staffing, knowledge transfer, onboarding, and organisation primarily by comSysto
- Complete release reevaluation and introduction of a continuous delivery pipeline
- Shortening to releases after every sprint instead of 3-month releases
- Automated deployment, including database changes for all environments up to production

Technologies

- Databases: PostgreSQL
- Application: Java, Spring Core, Spring Boot, Spring REST, Tomcat
- UI: html, css, Javascript, JQuery, Backbone.js
- Integration: Spring batch, spring integration, web services, REST
- Continuous delivery pipeline: Git, Gradle, Bamboo, Jenkins, Ansible
- Test automation: JUnit, Mockito, spring integration tests, geb, Selenium